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PATENT

**REMARKS****Summary of Office Action**

Claims 1-21 are pending.

Claims 1-6 and 10-17 have been rejected under 35 U.S.C. § 102 (b) as being anticipated by Linde et al. U.S. Patent Publication No. 2002/0184072 ("Linde"), and claims 7-9 and 18-21 have been rejected under 35 U.S.C. 103(a) as being obvious from the same reference.

**Applicants' Reply**

Applicants respectfully traverse the prior art rejections.

**Claims 1 and 11**

Applicants have amended the claims for clarity.

In particular, the elements of the inventive data analysis system for evaluating the performance of a first one of a plurality of pharmacy outlet(s) in a pharmacy chain, there being several such pharmacy chains in the marketplace, according to claim 1 include:

a computer system coupled to a centralized database common to all the pharmacy chains in the marketplace, wherein the database houses:

- (1) confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and

- (2) reference files including industry-standard market measures; and

a data access application providing user/outlet-access to the database from a second one of the plurality of pharmacy outlets, wherein the data access application is configured to provide user/outlet access to (a) reference files including the industry-standard market measures, and (b)

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only to data associated with the second one of the plurality of pharmacy outlets' pharmacy chain while keeping the confidential information related to other pharmacy chains inaccessible.

Applicants respectfully submit that the foregoing elements or at least their combination is not shown by the cited art. For example, Linde does not show a combination of a data access application and a centralized database common to all the pharmacy chains in the marketplace, wherein the database houses:

confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and reference files including industry-standard market measure, and wherein the data access application is configured to provide user/outlet access to (a) reference files including the industry-standard market measures, and (b) only to data associated with the second one of the plurality of pharmacy outlets' pharmacy chain while keeping the confidential information related to other pharmacy chains inaccessible.

For at least the foregoing reasons, claim 1 (and its dependent claims) are not anticipated by Linde.

Further, the elements of the inventive data analysis method for evaluating the performance of a first one of a plurality of pharmacy outlet(s) in a pharmacy chain, there being several such pharmacy chains in the marketplace, according to claim 11 include the steps of:

- (a) receiving a username and password from a user associated with a second pharmacy outlet;
- (b) verifying that the username and password correspond to a user account, wherein the user account includes a reference to the pharmacy chain to which the second pharmacy outlet belongs;

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- (c) receiving a request for a report comparing data associated with at least one outlet associated with the pharmacy chain to industry-standard market measures;
- (d) if the first and second pharmacy outlets belong to a common pharmacy chain, accessing a database that houses:
- confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and reference files including industry-standard market measures;
- wherein accessing the database comprises accessing only the confidential information related to the common pharmacy chain and the reference files including industry-standard market measures to generate the report; and
- (e) transmitting the report to the user.

Applicants submit that Linde, as discussed with respect to claim 1, does not show at least steps (d) and (e) of claim 11. Accordingly, claim 11 is not anticipated by Linde.

Dependent claims 2-10 and 12-21

Dependent claims 2-10 and 12-20 are patentable over the cited references for at least the same reasons that parent claims 1 and 11 are patentable over Linde as discussed above.

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Conclusion

Applicants respectfully submit that this application is now in condition for allowance. Reconsideration and prompt allowance of which are requested.

Applicant respectfully requests that the Examiner should kindly contact the undersigned attorney for a telephone interview in case there remain any outstanding issues.

Respectfully submitted,

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